

S. S. Jain Subodh P.G. College

(Autonomous)

SYLLABUS WITH CBCS SCHEME

Master of Commerce

Business Administration

Semester: II

Course Title: Management Thinkers

Paper: I

Objectives:

- **To extract insights and lessons from past management thinkers that can be applied to contemporary management practices and challenges.**
- **Making understanding how the ideas of management thinkers have influenced and continue to impact decision making in organisations.**
- **It aims to provide a comprehensive understanding of the evolution of management thought and its relevance in contemporary business and organizational settings.**

Syllabus:

UNIT-I

Spirituality and Management : Concept of Spirituality, Indian Ethos and Values, Role of Values in Management, Western Values v/s Indian Values, Application of Yoga in Management : Personality Development, Meditation and Management of Stress.

UNIT-II

Indian Epic in Management : Dimensions of Vedic Management, Bhagwad Geeta, Ramayan, Kautilya's Arthshastra, Indian Thinkers: Swami Vivekanand, Mahatama Gandhi, 6. &KDNUSERUW\C.K. Prahlad.

UNIT-III

Western Thinkers - William G. Ouchi, Victor H. Vroom, Peter F. Drucker, Tom Peters, Gary Hamel, F.W. Taylor, Henri Fayol, George Elton Mayo, Herbert Simon, Max Weber.

Suggested Readings:

- Mathur, Navin, Management Gurus: Ideas and Insights, National Publishing House, New Delhi
- Singh, R. N., Management Thought and Thinkers, S.Chand& Company Pvt. Ltd., New Delhi
- Batra, Pramod, Management Thought, Think INC,New Delhi.
- Burton G and Thakur W., Management Today: Principles and Practice, Tata McGraw Hill Pvt. Ltd., New Delhi

Learning Outcome of the Course:

- **Develop the ability to critically analyse and evaluate the key ideas, principles, and theories proposed by various management thinkers.**
- **Develop problem solving skills by drawing on the wisdom of management thinkers to address contemporary management issues.**
- **Helps in understanding how the philosophies and principles of management thinkers can be applied to enhance leadership and managerial skills.**
- **Explore the ethical implications of various management theories and consider the ethical dimensions of leadership and decision making.**

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SYLLABUS WITH CBCS SCHEME

Master of Commerce

Business Administration

Semester: II

Course Title: Advertising Management

Paper: II

Objectives:

- **To prepare students to plan, execute and evaluate advertising campaigns effectively, taking into account both the theoretical foundations and practical aspects of the advertising industry.**
- **Understanding the ethical and legal aspects of advertising including truth in advertising and responsible marketing practice.**
- **To develop the ability to create compelling and creative advertising content that resonates with target audiences.**

Syllabus:

UNIT-I

Introduction to Advertising, Advertising Objectives, Need, Types of Advertising, Social and Economic effects of Advertising. Advertising Decision, Advertising in the Marketing Process. Difference between Marketing and Advertising. Advertising Media, Media Selection.

UNIT-II

Advertising Budget, Message Development and Execution, Advertising Appeals, Media Decision, Media Types, Copy Writing, Creativity in Advertising, Measurement of Advertising Effectiveness.

UNIT-III

Advertising Agency, Social Advertising, Industry Advertising, Evaluating Advertising Effectiveness, Ethical and Legal Aspects of Advertising, Recent Trends of Advertising in India.

Suggested Readings:

- Aaker, David, et.al., Advertising Management, Prentice Hall of India, New Delhi
- Gupta, Ruchi, Advertising Principles and Practice, S. Chand & Company Pvt. Ltd, New Delhi
- Norris, James S., Advertising, Prentice Hall of India, New Delhi
- Mishra, Sales Promotion and Advertising Management, Himalaya Publishing House, New Delhi.
- Chunawalla, S.A., Sethia, K.C., Foundations of Advertising- Theory & Practices, Himalaya Publishing House, New Delhi
- AgarwalP.K, Advertising & Sales Promotion, PragatiPrakashan, Meerut

Learning outcome of the Course:

- **Students get proper knowledge, skills and ethical awareness needed to excel in the dynamic field of advertising.**
- **Students understand about the cultural and global aspects of advertising, including adapting campaigns for different markets and cultural contexts.**
- **Acquire the skills to plan and purchase advertising space across various media channels while optimizing reach and cost effectiveness.**
- **Students learned about consumer behaviour and psychology , enabling the creation of advertisements that resonate with and influence target audiences.**

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SYLLABUS WITH CBCS SCHEME

Master of Commerce

Business Administration

Semester: II

Course Title: Organisational Behaviour

Paper: III

Objectives:

- **To provide students with an understanding of how individuals behave within organizational settings and the factors that influence their behaviour.**
- **To analyze the dynamics of group behaviour, teamwork and collaboration within organizations.**
- **Studying factors that contribute to employee engagement and commitment to the organisation.**

Syllabus:

UNIT-I

Organisational Behavior: Nature and Scope, Challenges and Opportunities, Organisational Goals, Individual Behavior, Personality, Perception.

UNIT-II

Individual Decision-Making, Learning, Motivation, Interpersonal Behaviour, Leadership.

UNIT-III

Organisational Change, Organizational Development, Organizational Effectiveness, Organisational Culture, Power and Politics, Quality of Work Life.

Suggested Readings:

- Robbins, Stephen P., Organisational Behaviour, Prentice Hall of India, New Delhi
- Vashisht Neeru, Organisational Behaviour, Taxmann Publication Pvt. Ltd., New Delhi
- Luthans, Fred., Organizational Behaviour, McGraw Hill Pvt. Ltd., New Delhi
- Hersey & Blanchard., Management of Organizational Behaviour, Prentice Hall of India, New Delhi
- George & Jones., Understanding & Managing Organizational Behaviour, Prentice Hall of India, New Delhi
- Sekaran, Uma., Organizational Behaviour - Text & Cases, Tata McGraw Hill Pvt. Ltd., New Delhi
- Ashwasthapa, Organizational Behaviour, Himalaya Publishing House, New Delhi
- Pareek, Udai, Understanding Organizational Behaviour, Oxford University Press, New Delhi
- Sharma, Organizational Behaviour, Tata McGraw Hill Pvt. Ltd., New Delhi

Learning Outcome of the Course:

- **Students learn about applying different organizational behavior theories and concepts to real world organizational challenges and scenarios.**
- **Develop conflict resolution skills to handle disputes constructively and maintain a positive work environment.**
- **Enhance decision making abilities, considering the psychological and social aspects that influence choice within the organisation**

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SYLLABUS WITH CBCS SCHEME

Master of Commerce

Business Administration

Semester: II

Course Title: Financial Management

Paper: IV

Objectives:

- **To provide students with a fundamental understanding of financial concepts, terminology and principles.**
- **To develop skills in financial analysis to evaluate the financial health of an organization.**
- **To understand risk assessment and management techniques to make informed decision in uncertain financial environments.**

Syllabus:

UNIT-I

Financial Management: Introduction, Working Capital Management, Determinants of Working Capital, Management of Inventories, Receivables and Cash.

UNIT-II

Decisions based on Break Even Analysis: Key Factors, Make or Buy, Export Decision, Product Mix, Capital Structure, Capital Theories, Capital Budgeting.

UNIT-III

Leverages: Financial, Operating and Combined Leverage, Dividend Policy, Cost of Capital.

Suggested Readings:

- Vanhorne, James C., Financial Management & Policy, Prentice Hall of India, New Delhi
- Rustagi, R.P., Fundamentals of Financial Management, Taxmann Publication Pvt. Ltd., New Delhi
- Chandra, Prasana., Financial Management, Tata McGraw Hill, Pvt. Ltd., New Delhi,
- Khan, M.Y. & Jain, P.K., Financial Management, Tata McGraw Hill, Pvt. Ltd., New Delhi
- Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi
- Tulsyan & Tulsyan, Financial Management, Sultan Chand Higher Academics, New Delhi.
- Brighan, Ehrhanit, Financial Management, Cengage Learning India Private Limited., New Delhi.
- Bhall, V.K., Financial Management, S.Chand Higher Academics, New Delhi.

Learning Outcome of the Course:

- **Develop a strong foundation in financial concepts and principles, enabling informed financial decision making.**
- **Learns how to evaluate investment opportunities, make capital budgeting decisions and allocate resources effectively.**
- **Master the management of short-term assets and liabilities to ensure liquidity and support day to day operations.**
- **To develop proficiency in budgeting and forecasting to manage finances effectively and plan for the future.**

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SYLLABUS WITH CBCS SCHEME

Master of Commerce

Business Administration

Semester: III

Course Title: Strategic Management

Paper: I

Objectives:

- **To expose students to various perspective and concepts in the field of strategic management**
- **The course would enable the students to understand the principles of strategy formulation, implementation and control in organisation**
- **To help students develop skills for applying these concepts to the solution of business problems**
- **To help students master the analytical tools of strategic management**

Syllabus:

Unit- I

Strategic Management: Concept, Need, Role of Strategic Management in Business and Non-Business Organisations, Limitations, Strategic Management Process, Organisational Mission, Vision, Objectives, Goal and Ethics.

Unit- II

Strategic Environment : External Environment , Internal Environment, Core Competence and competitive Advantages, Developing Strategic Alternatives, Classifications of Strategies: Stability, Growth, Retrenchment and Combination, Evaluation of Strategic Alternatives : Generic Competitive Strategies, Offensive and Defensive Strategies, Functional Strategies, Matching Strategies.

Unit- III

Strategic Choice: Concepts, Process, Factors, Strategic Implementation: Concept and Major Issues , Strategic Evaluation : Concept and Process, Strategic Control: Concept and Techniques.

Suggested Readings:

- Gupta, C.B., Strategic Management, Texts and Cases, S. Chand & Company Pvt. Ltd, New Delhi.
- Sen gupta and Chandan J.S., Strategic Management, Vikas Publishing House Pvt. Ltd., New Delhi.
- Kishore, Ravi M., Strategic Management, Texts and Cases, Taxmann Publications Pvt. Ltd., New Delhi.
- Gupta, Golakota&Srinivasan, Business Policy and Strategic Management,Prentice Hall of India, New Delhi.
- Thomas, Hunger, Rangrajan, Strategic Management, Pearson Education, Tamil Nadu.
- Micheal V.P., Globalisation, Liberalisation and Strategic Management, Himalaya Publishing House, New Delhi.
- Prasad, L.M., Strategic Management, S. Chand & Company Pvt. Ltd, New Delhi.
- Kazmi, Azhar, Strategic Management and Business Policy, Tata McGraw Hill Pvt. Ltd., New Delhi.

Learning Outcome of the Course:

- **Understand the basic concepts and principles of strategic management and analyse the internal and external environment of business.**
- **Develop and prepare organisational strategies that will be effective for the current business environment.**
- **Device strategic approaches to managing a business successfully in the present global context.**

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SYLLABUS WITH CBCS SCHEME

Master of Commerce

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Semester: III

Course Title: E-Commerce

Paper: II

Objectives:

- **To provide an analytical framework to understand the emerging world of e-commerce.**
- **To make the learners familiar with current challenges and issues in ecommerce.**
- **To develop the understanding of the learners towards various business models.**
- **To enable to understand the Web- based Commerce and equip the learners to assess ecommerce requirements of a business.**
- **To develop understanding of learners relating to Legal and Regulatory Environment and Security issues of E-commerce**

Syllabus:

Unit I

Introduction to E-Commerce, Technology used in E-Commerce, E-Commerce Security and Controls.

Unit II

E-Payment System: Introduction, Types, Security Issues, Online Business Transactions, E-Retailing.

Unit III

E-Marketing: Objectives, Strategies, Traditional Marketing versus E-Marketing, E-Marketing Mix, Mobile Commerce: Concept, Importance and Methods.

Suggested Readings:

- Arora Shivani ,E-commerce, Taxmann Publications Pvt. Ltd., New Delhi
- Chhabra T.N,R. K Suri, E-Commerce NewVitas for Business,Dhanpat Rai & Co., New Delhi
- Bajaj,DeobyaniNag, E-Commerce,TataMcGraw HillPvt.Ltd., NewDelhi
- Joseph P.T.and S.J.,E-Commerce–The Indian Perspective, PrenticeHallIndiaPvt.Ltd.,NewDelhi
- Bharat Bhaskar, Electronic Commerce–Framework, Technologies and Applications, Tata Mc Graw Hill Pvt. Ltd.,New Delhi
- Agarwal,K.N and Agarwal,Deeksha,Businesson theNet,Macmillan,Noida

Learning Outcome of the Course:

- **Impart the students with higher level knowledge and understanding of contemporary trends in e-commerce and business finance.**
- **To provide adequate knowledge and understanding about E-commerce practices to the students.**
- **Learners will be able to recognize features and roles of businessmen, entrepreneur and managers, consultants, which will help learners to possess knowledge and other soft skills and to react appropriately when confronted with critical decision making.**

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SYLLABUS WITH CBCS SCHEME

Master of Commerce

Business Administration

Semester: III

Course Title: Business Research Methods

Paper: III

Objectives:

- **The course includes the understanding of various concepts of research methodology and the importance of research and various methods that researcher used to investigate problems.**
- **To make students understand the importance and complications which can be faced during doing research.**
- **To give Knowledge about how to analyse the collected data and how to write report under different situations**

Syllabus:

Unit I

Meaning and objectives of Research, Need and Importance of Research in Business, Types of Research, Problems in Social Science Research, Identification of Research Problem. Framing of Hypothesis, Research Design: Important Concepts, Sampling Design Steps. Collection of Data: Primary and Secondary Sources.

Unit II

Questionnaire and Schedule, Interviews, Scaling: Importance and Techniques, Editing, Coding, Classification and Tabulation. Hypothesis Testing: parametric and Non-Parametric Methods. Interpretation and Report writing.

Unit III

Probability and Probability Distribution, Business Forecasting, Time Series, Decision Theory

Suggested Reading:

- Donald R. Cooper, Pamela S. Schindler : Business Research Methods, Tata McGraw Hill
- Timothy J. Ross : Fuzzy Logic with Engineering Applications, Wiley publications
- Simulated annealing : Theory and Applications, Timothy J. Ross , Wiley publications
- C.R.Kothari : Research Methodology, Wiley Eastern Ltd.

Learning Outcomes:

- **A student would be able to understand the challenges in collection and analysis of the Data.**
- **After study of this paper student would be able to know that how can a data convert into meaning full information.**
- **Awareness about how to carry on research.**
- **Knowledge about framing a research design and collection of data.**

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Master of Commerce

Business Administration

Semester: III

Paper: IV (Elective)

Paper Title: Capital Market

Objectives

- **To educate the students on different terms and concepts of financial institutions and market like commercial and central bank, monetary policy, money and capital market.**
- **To enhance the understanding of the students about organisation, operation and growth of financial systems.**

Syllabus:

Unit- I

Financial Market: Introduction, Definition, Role, Functions, Indian Financial Market. Capital Market: Evaluation and Growth, Capital Market Instruments: Equity, Debentures, Preference Shares, Sweat Equity, Nonvoting Shares, Share Warrant Stock Exchange: History, Meaning, Functions, Significance, SEBI: Working and Function, BSE and NSE, Stock Exchange Traders, SEBact1992.

Unit-II

Book Building : Concept , Characteristics, Process Mutual fund : Concept, Classification, Growth and Importance, Risk Involved in Mutual Funds, International Capital Market : Listing of Securities issued outside India , Foreign Currency Convertible Bonds, Global Depository Receipt, American Depository Receipts.

Unit-III

Security Market: Meaning, Need, Importance. Trading Method: Trading Ring, Online Trading, Carry Forward System. Government Securities Market: Government Debt Instruments, Short Term and Long Term Instruments, Trading in Debt Instruments. Indian Depository System: Need and Benefits.

Books Recommended:

- E.Gordon and K. Natarajan: Capital Market in India, Himalaya Publishing House, Mumbai
- M.Y. Khan: Indian Financial Systems, Tata McGraw Hill, Delhi
- Sanjeev Aggarwal: Guide to Indian Capital Market, Bharat Law House New Delhi

Course Learning Outcomes:

- **Student would be able to understand the structure and functions of financial market and analyse the performance of primary and secondary market.**
- **A graduate can easily understand and analyse the functions of Stock Exchange and functioning and importance of different banking and non-banking financial institutions and their role in a developing economy.**

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SYLLABUS WITH CBCS SCHEME

Master of Commerce

Business Administration

Semester: III

Paper: IV (Elective)

Paper Title: Security Analysis

Objectives

- **To Understand the Overview of Investment and Measurement of Risk**
- **This course provides a broad overview of investment management, focusing on the application of finance theory to the issue faced by managers and investors in general.**
- **To provide conceptual foundation for the purpose of undertaking Investment analysis for securities.**

Syllabus:

Unit- I

Investment- A Conceptual Framework: Investment Process, Risks of Investment and the common mistakes made in Investment Management, Investment Environment: Features and Composition of Money Market and Capital Market, Money Market, Capital Market Instruments and Financial Derivatives, Risk and Return: Concepts of Risk and Return, the Relationship between Risk and Return, Mutual Funds: Concept, Objectives, Functions and Types, Organization and management-Asset Management Company, Sponsor.

Unit-II

Board of Trustee- Guidelines for Mutual Funds: Working of Public and Private Mutual Funds in India, Performance Evaluation of Mutual Funds: Sharpe's Performance measure-Treyner's Performance Measure-Jensen Model, Mutual Fund Schemes, Life Insurance Policies and other Investment Opportunities.

Unit-III

Company Analysis: Analysis of Financial Statements: Estimation of Intrinsic Value of Shares-Traditional and Modern Methods. Technical Analysis: Meaning and its Components, Technical Analysis vs. Fundamental Analysis, Tools of Technical Analysis-Point and Figures, Bar and Line Charts. Moving Averages and other Modern Tools, Limitations of Technical Analysis, Meaning and Form of Efficient Market Hypothesis.

Books Recommended:

- Barua Raghunathan and Verma: Portfolio Management, Tata McGraw Hill, Delhi
- Clark, James Francis: Investment Management, Prentice Hall, International Edition, New York
- Fisher, D.E. and Jordon, R.J.: Security Analysis and Portfolio Management, Prentice Hall, New Delhi
- Strong, Robert: Portfolio Theory and Capital Markets, Tata McGraw Hill, Delhi

Course Learning Outcomes:

- **It provides a theoretical and practical background in the field of investments to the students.**
- **A graduate would be able to value equity and debt instruments**
- **Student would be able to apply and evaluate the security analysis concepts and techniques of stock exchanges and companies**

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SYLLABUS WITH CBCS SCHEME

**Master of Commerce
Business Administration
Semester: III**

Paper: IV (Elective)

Paper Title: International Business

Objectives:

- **To adapt and function effectively in different national cultures**
- **To provide well-reasoned and innovative solutions to business problems**
- **To identify the similarities and differences in business practices between the home country and the work/study country.**
- **To identify business problems in the work/study country and propose solutions that is culturally effective.**

Syllabus:

Unit I

International Business: Meaning, Elements (Drivers, Entry Modes), Significance, International Business Environment: Economic, Political, Cultural, Demographic, Technological and Legal Environment.

Unit II

Global Trade Organizations, Regional Integration, International Strategic Management: Nature and Significance, Ethical Issues in International Business.

Unit III

International Financial Management: Overview and Components, Foreign Direct Investment-Reasons, Trends.

Suggested Readings:

- Robinson,R.D. International Business Management-A Guide to Decision Making, Dryden Press.
- Shiva,Ramu, International Business,A.H.Wheeler Publishing.
- Thakur and Mishra, International Business, Deep and Deep Publications, New Delhi.
- Diwan, J.M. and Sudarshan, K.N., International Business Management, Discovery Publications House, New Delhi.

Learning Outcome of the Course:

- **Explain business expansion abroad and key issues related to their operations in other countries.**
- **Compare and contrast cultures and societies globally using socio economic and cultural frameworks.**
- **Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.**

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SYLLABUS WITH CBCS SCHEME

**Master of Commerce
Business Administration
Semester: IV**

Paper: 1

Paper Title: Business Environment

Objectives:

- **Identify the definable aspects of business environment within which a business organisation has to function**
- **Acumen on the role of economic system, economic planning, economic reforms and its impact on the business**
- **Explore the pragmatic parameters and contemporary dimensions associated with business environment and its relevance for business decisions**

Syllabus:

Unit I

Conceptual Framework of Business Environment, Environmental Analysis, Economic Systems, State Intervention in Business, Industrial Policies, Liberalization, Privatization & Globalization.

Unit II

Social Responsibility of Business, Consumerism and Consumer Protection, Economic Aspects of the Indian Constitution, Main Provisions of Competition Act, 2002, Environment Protection Act, 1986: Objectives, Enforcement Authorities and Penalties.

Unit III

Technological Environment, Technology in India and its Management, Contemporary Issues in Business Environment in India and CSR: Meaning, , Significance, Recent Trends.

Suggested Readings:

- Shukla,M.B. ,Business Environment: Text & Cases, Taxmann Publication Pvt. Ltd.
- Cherunilam, Francis, Business and Government, Himalaya Publishing House
- Swabera ,Islam & Kharkongor, Business Environment, Taxmann Publications Pvt. Ltd.
- Chidambaram, Alagappan, Business Environment, Vikas Publishing House Pvt.Ltd.
- Awasthappa,K.,Essentials of Business Environment, Himalaya Publishing House.
- Ghosh & Kapoor, Business Policy and Environment, S.Chand & Company Pvt. Ltd., New Delhi.
- Dasgupta ,A. &Sengupta,A.N., Government& Business, Allied Book Agency,Delhi.
- Pailwar,Veena Kaishav, Business Environment, Prentice Hall of India, New Delhi.
- Shaikh Saleem, Business Environment, Pearson Education, Tamil Nadu.
- Agarwal ,Raj ,Business Environment, Excel Books, New Delhi.

Learning Outcome of the Course:

- **Student would be able to examine how different factors and trends in the external environment are likely to impact upon a proposed business venture.**
- **Conduct a business analysis of the local and national environment.**
- **Employ business models and tools to evaluate changes in an organization's business environment.**
- **Present a business environmental analysis and recommendations to reduce the risk of the identified issues.**

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SYLLABUS WITH CBCS SCHEME

Master of Commerce

Business Administration

Semester: IV

Paper: II

Paper Title: Human Resource Development

Objectives

- **Provide a Conducive environment that holistically engages students through an all encompassing knowledge impartation and comprehensive practical applications.**
- **Provide students with the opportunity to develop and broaden their management and leadership skills.**
- **Develop managerial knowledge and strategic agility, providing students with a broader skill set and a fresh perspective and encouraging them to seek out bold, innovative solutions for today's business and societal challenges.**
- **Mould students into future visionaries and management leaders that are benevolent yet efficacious, versed in the leading business and adapt to global business environment.**

Syllabus:

Unit- I

HRD: Introduction, Training and Development, Performance Management, Talent Retention, Employee Separation.

Unit- II

Transactional Analysis, Job Evaluation, Employee Compensation: Incentives and Benefits, Union-Management Relationship, Establishment and Terms of Service, Discipline, Grievance Handling Procedure.

Unit- III

Employee Welfare and Social Security, Quality of Work Life, Employee Feedback, Competency-based Human Resource Management.

Suggested Readings:

- Sanghi, Seema, Human Resource Mangement, Vikas Publishing House Pvt. Ltd., New Delhi.
- Sheikh, A M, Human Resource Development and Management, S. Chand & Company Pvt. Ltd, New Delhi.
- Pareek&Rao, Designing & Managing Human Resource System, Oxford & IBM, NewDelhi
- Rao& Pereira, Recent Experiences in HRD, Oxford & IBM, NewDelhi
- Davis, Keith, Human Behavior at Work, McGraw Hill Pvt. Ltd., New Delhi
- Sharma, J.K., Leadership Styles and Effectiveness of Potential Managers, Shell Write Pvt. Ltd.,Jaipur

Learning Outcome of the Course:

- **Demonstrate an understanding of key terms, theories/concepts and practices within the field of HRD**
- **Demonstrate competence in development and problem-solving in the area of Human Resources Development**
- **Provide innovative solutions to problems in the fields of HRD**
- **Be able to identify and appreciate the significance of the ethical issues in HR**

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SYLLABUS WITH CBCS SCHEME

Master of Commerce

Business Administration

Semester: IV

Paper: III

Paper Title: Dissertation and Viva-Voce

Objectives of this Paper:

- **To improve students' Practical Skills**
- **To Motivate them to do Practical Training**

Contents of the Course:

- A dissertation of 100 pages has to made by the Student.
- The Viva-Voce examination will be based on the Presentation made by the student. The Department shall maintain record of the presentation.
- The Presentation shall be evaluated by Internal Examiner and External Examiner appointed by University.
- Marks would be divided (50 marks for Dissertation and 50 marks for Viva-Voice Presentation).

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SYLLABUS WITH CBCS SCHEME

Master of Commerce

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Semester: IV

Paper: IV (Elective)

Paper Title: Tourism Marketing

Objectives:

- **Familiarize students with the basic concepts of travel and tourism.**
- **Give an insight into how travel and tourism evolved over a period of time.**
- **Explore the selected issues that currently influence the tourism industry both locally and globally.**

Syllabus:

Unit- I

Introduction : Meaning and Definition of Tourism, Purpose of Tour, Distinction between Tourist and Visitor, Role of Tourism, Travel and Tourism in 21st Century, Trends and Future Prospects of Tourism, Role and Functions of RTDC, ITDC, Department of Tourism,. Marketing of Tourism: Meaning and Definition of Tourism Marketing, Need and Importance.

Unit- II

Seven (7) Ps of Tourism Marketing: Product, Price, Promotion, Place, People, Process and Physical Evidence, Tourism in India: Growth of Tourism in India, Benefits from Tourism, Barriers to Growth, Tourist Activities, Tourism Policy of India, Prospects and Challenges of Tourism Marketing.

Unit- III

Importance of Tourism in Rajasthan : Importance, Tourist Places in Rajasthan, Tourists Facilities, Role, Organization and Progress of RTDC, Heritage Hotels in Rajasthan: Importance, Present Position and Prospects.

Suggested Readings:

- Khan, Tourism Marketing, Anmol Publication , New Delhi
- Batra & Chawla, Tourism Marketing: Global Perspective , Deep and Deep Publication, New Delhi
- Chawla, Romila, Tourism Marketing and Development, Sonali Publication, New Delhi
- Singh, Ratandeep, Tourism Marketing, Kanishka Publishers, New Delhi.
- Sinha, P.C., Tourism Management, Anmol Publications Pvt. New Delhi.

Learning Outcome of the Course:

- **Identify and assess relationships and networks relative to building tourism capacity.**
- **Apply problem solving and critical analysis within diverse contexts.**
- **Demonstrate commitment to ethical practices of tourism.**
- **Actively engage in the world as global citizens.**
- **Practice e**
- **mpathy and respect for diversity and multicultural perspectives.**
- **Apply principles of sustainability to the practice of tourism in the local and global context.**

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SYLLABUS WITH CBCS SCHEME

**Masters in Commerce
Business Administration
Semester: IV**

Paper: IV (Elective)

Paper Title: Entrepreneurship Development

Objectives:

- **Understanding basic concepts in the area of entrepreneurship, the role and importance of entrepreneurship for economic development**
- **Understanding the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures**
- **To equip students with innovative and creative skills to grab the market opportunity.**
- **To develop the learners with professional mindset to adapt to the requirements of the Entrepreneurial Challenges.**

Syllabus:

Unit I

Concept of Entrepreneurship and Small Business Management, Characteristics, Role of Entrepreneurship in Economic Development, Competencies and Qualities of Entrepreneurs.

Unit II

Concept of SME Forms of Ownership for Small Business, Management. of Small Business : Production Management, Marketing Management, Human Resource Management and Financial Management, Preparations of Project Reports, Setting up of a SSI- Steps involved, Policies and Programmes for SMEs, Concept of Start ups- Facilities and Incentives.

Unit III

Project Formulation, Project Appraisal, Financial Analysis, Social Cost-Benefit Analysis, Budgetary Control, Institutional Assistance to SME, Central, State and District Level Entrepreneurship in Rajasthan, Role of NABARD, SIDBI, NSIC and RIICO in Entrepreneurship Development.

Suggested Readings:

- Khanka, S.S.: Entrepreneur Development, S.Chand & Company, New Delhi.
- Sharma, R.A.: Entrepreneurial Change in Indian Industry, Serling Publishers (P) Ltd.
- Mathur, B.L.: Entrepreneurship Development, Himalaya Publishing House.
- Chabra, T.N.: Entrepreneurship Development, S.Chand & Company, New Delhi.
- Pareek, H.S.: Financing of Small Scale Industries in Developing Economy, National Publishing House, New Delhi.

Learning Outcome of the Course:

- Develop awareness about entrepreneurship and make successful entrepreneurs.
- Understand the components and importance of the business plan to entrepreneurial venture development and sustainability.
- Understand the essential qualities of an entrepreneur and assess their strength and weakness from an Entrepreneurial perspective.
- Understand the importance of the marketing plan to obtain, maintain and expand an entrepreneur's reach to its target market.

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**Masters in Commerce
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Semester: IV**

Paper: IV (Elective)

Paper Title: Consumer Behaviour

Objectives:

- **To make the students understand the buying motives and consequent purchase decision process as a buyer**
- **To look into various territories of consumer psychology and understand their buying pattern.**
- **To know the packaging, pricing and other similar attributes that help brands to sell their products and services better.**

Syllabus:

Unit- I

Consumer Behaviour and its Implications , Consumer Research Market, Segmentation and Positioning, Concept, Consumer Motivation, Consumer Perception, Consumer Learning, Memory and Involvement, Consumer Attitude, Attitude Change Strategy.

Unit -II

Marketing Communication Process, Consumer and Cultural Influence, Social Class Influence and Consumer Behaviour, Group Influence and Consumer Behaviour, Household Decision Making, Communication within Group and Opinion Leadership, Innovation and Diffusion Process.

Unit-III

Situational Influence, Problem Recognising Consumer Decision Process, Evaluation of Alternatives and Selection, Consumer Decision Process Outlets , Selection and Purchase.

Suggested Reading:

- Sharma, Chouhan, Saini- Consumer Behaviour, RBD, Jaipur .
- Alenas, AHR- Marketing Research .
- Schiffman, Leon.G Kanuk,L.L - Consumer Behavior .
- Loudon , David L - Consumer Behavior, Tata Mc Graw Hill.
- Batra, Satish .K,-Consumer Behavior, Excel Books .
- Solomon, Michael R - Consumer Behavior, Pearson .
- Lindquist, Jay D Sirgy, M. Joseph -Consumer Behavior, Biztantra.

Learning Outcome of the Course:

- **Students would be able to explain the basic concepts and models of consumer behavior.**
- **Able to analyze the effects of psychological, socio-cultural and demographic factors on the consumer decision process with their results.**
- **Able to distinguish the relationship between consumer behavior and marketing practices.**

